

RECEIVED

SEP 29 2005

Technology Center 3600

**ARMSTRONG TEASDALE LLP**

One Metropolitan Square, Suite 2600

St. Louis, Missouri 63102-2740

Phone: (314) 621-5070

Fax: (314) 621-5065

www.armstrongteasdale.com

**CERTIFICATE OF FACSIMILE TRANSMISSION TO THE  
UNITED STATES PATENT AND TRADEMARK OFFICE**

Date: September 26, 2005

Examiner: *Beth Van Doren*

Art Unit: 3623

Fax: (571) 273-6737

From: *Daniel M. Fitzgerald*

: *RE: U.S. Patent Application*

: *Serial No.: 09/474,974*

: *Applicant: Samra et al.*

: *Atty. Dkt. No.: 17207-00004*

**DOCUMENTS SUBMITTED WITH TRANSMISSION:**

*Cover Sheet (1 pg.)*

*Terminal Disclaimer (1 pg.)*

*Transmittal for Terminal Disclaimer (1 pg.)*

*Total pages including cover page: 3 pgs.*

*If all pages are not received, please contact: Gail Maloney at ext. 7458*

**RE: The above referenced U.S. Patent Application**

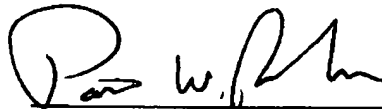
**For: METHODS AND SYSTEMS FOR TARGETING MARKETS**

**FILED: September 26, 2005**

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that the above-referenced Documents are being facsimile transmitted to the U.S. Patent and Trademark Office, Facsimile Number (571) 273-6737 on the date shown below.

Date: September 26, 2005



Patrick W. Rasche

*The information contained in this facsimile message is information protected by attorney-client and/or the attorney/work product privilege. It is intended only for the use of the individual named above and the privileges are not waived by virtue of this having been sent by facsimile. If the person actually receiving this facsimile or any other reader of the facsimile is not the named recipient or the employee or agent responsible to deliver it to the named recipient, any use, dissemination, distribution, or copying of the communication is strictly prohibited. If you have received this communication in error, please immediately notify us by telephone and return the original message to us at the above address via U.S. Postal Service.*

**\*IF YOU DO NOT RECEIVE ALL PAGES, PLEASE CONTACT US IMMEDIATELY AT (314) 621-5070.**

17207-00004  
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Samra et al. :  
Serial No.: 09/474,974 : Art Unit: 3623  
Filed: December 29, 1999 : Examiner: Beth Van Doren  
For: METHODS AND SYSTEMS :  
FOR TARGETING MARKETS :

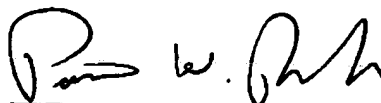
Commissioner For Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**TRANSMITTAL LETTER FOR TERMINAL DISCLAIMER TO OBVIATE A  
DOUBLE PATENTING REJECTION OVER A PENDING REFERENCE  
APPLICATION**

Transmitted herewith is a Terminal Disclaimer to Obviate a Double Patenting Rejection over a Pending Reference Application. The pending reference application is 09/474,539.

This document is submitted herewith based on comments provided by the Examiner. The Examiner has advised Applicants that she would allow this case if Applicants filed a Terminal Disclaimer to Obviate a Double Patenting Rejection over a Pending Reference Application, namely application 09/474,539. Applicants have relied on these comments from the Examiner in submitting this document.

Respectfully Submitted,



Patrick W. Rasche  
Reg. No. 37,916  
ARMSTRONG TEASDALE LLP  
One Metropolitan Square, Suite 2600  
St. Louis, Missouri 63102-2740  
(314) 621-5070

PTO/SB/25 (09-04)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**TERMINAL DISCLAIMER TO OBTAIN A PROVISIONAL DOUBLE PATENTING  
REJECTION OVER A PENDING "REFERENCE" APPLICATION**Docket Number (Optional)  
17207-00004

In re Application of: SAMRA et al.

Application No.: 09/474,974

Filed: December 29, 1999

For: METHODS AND SYSTEMS FOR TARGETING MARKETS

The owner, General Electric Capital Corporation, of 100 percent interest in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term of any patent granted on pending reference Application Number 09/474,539, filed on December 29, 1999, as such term is defined in 35 U.S.C. 154 and 173, and as the term of any patent granted on said reference application may be shortened by any terminal disclaimer filed prior to the grant of any patent on the pending reference application. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and any patent granted on the reference application are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns.

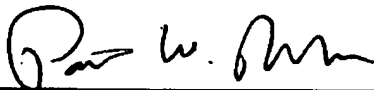
In making the above disclaimer, the owner does not disclaim the terminal part of any patent granted on the instant application that would extend to the expiration date of the full statutory term as defined in 35 U.S.C. 154 and 173 of any patent granted on said reference application, "as the term of any patent granted on said reference application may be shortened by any terminal disclaimer filed prior to the grant of any patent on the pending reference application," in the event that: any such patent granted on the pending reference application: expires for failure to pay a maintenance fee, is held unenforceable, is found invalid by a court of competent jurisdiction, is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321, has all claims canceled by a reexamination certificate, is reissued, or is in any manner terminated prior to the expiration of its full statutory term as shortened by any terminal disclaimer filed prior to its grant.

Check either box 1 or 2 below, if appropriate.

1. ☐ For submissions on behalf of a business/organization (e.g., corporation, partnership, university, government agency, etc.), the undersigned is empowered to act on behalf of the business/organization.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

2. ☒ The undersigned is an attorney or agent of record. Reg. No. 37,916



Signature

September 26, 2005

Date

Patrick W. Rasche  
Typed or printed name

(314) 621-5070  
Telephone Number

- ☒ Terminal disclaimer fee under 37 CFR 1.20(d) is included.

**WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.**

\*Statement under 37 CFR 3.73(b) is required if terminal disclaimer is signed by the assignee (owner).

Form PTO/SB/96 may be used for making this statement. See MPEP § 324.

This collection of information is required by 37 CFR 1.321. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1460, Alexandria, VA 22313-1460.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.